



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Update on the Great American Clean up Activities

MEETING DATE: June 6, 2001

PREPARED BY: Community Development Director

RECOMMENDED ACTION: This item is for information only. No action is required.

BACKGROUND INFORMATION: Mayor Nakanishi proclaimed April to be "Keep California Beautiful Month" and the Great American Clean Up Campaign for 2001 was off and running. A number of activities were held throughout the month of April and on into May to highlight community recycling, conservation and beautification efforts. I have attached a review of the activities that have taken place to date, which shows the tremendous positive impact that this campaign had in this community.

The successes of these community efforts are equalled only in the cooperation and coordination that was witnessed from the numerous organizations, agencies and businesses that came together in putting together and carrying out this campaign. I am proud of the can-do spirit that was put forth and extremely appreciative of the support and assistance from not only those who served on the steering committee, but also from the businesses and citizens of this community who stepped forward to provide whatever assistance was needed.

We are all looking forward to bringing this committee together next year to plan the 2002 Campaign.

FUNDING: No Funding Required.


Konrad Bartlam
Community Development Director

Prepared by Joseph Wood, Community Improvement Manager

KB/jw

Attachment

c: Great American Clean Up 2001 Steering Committee

APPROVED:


H. Dixon Flynn -- City Manager

- City Wide Yard Sale - April 7** 100 advertisements for yard/garage sales in the Lodi News-Sentinel's special section.
- Clothing Drive - April 9 - 28** The Salvation Army took in 139 bags of clothing. Goodwill Industries tracked a total of 2,525 donations at their Lodi facilities in the month of April.
- Customer Appreciation Day - April 21**
Central Valley Waste's Dollar Dump Day saw 714 truck and car loads brought in between the hours of 8AM and 3PM, totaling 229 tons of discarded material.
- Residential Curbside Pick Up - April 24-27**
Central Valley Waste's annual residential curbside collection of materials brought in 38.44 tons of discarded material.
- Volunteer Clean Up & Beautification Projects - April 4 through May 12**
The following volunteer efforts made a remarkable impact on the Lodi community:
- Century Assembly's Adopt-a-Block Project on April 28th, brought in 11.68 tons of discarded material, 41 tires, 7 refrigerators, and a 5 cubic yard load of larger discarded items (sofas, mattresses, etc.)
 - The Eastside Improvement Committee's Locust Street Clean Up on May 12th brought in 9.15 tons of discarded material and 17 tires.
 - Lodi's Sunrise Rotary took part in a clean-up effort in and around Lodi Lake.
- Community Recycling and Resource Fair - April 28**
Lodi Parks and Recreation provided the use of Lodi Lake's Youth Area for this event which featured:
- Conservation and recycling displays by the Electric Utility Department and Central Valley Waste.
 - 350 Native tree seedlings provided by the Public Works Department's Streets Division for seedling giveaway in honor of Arbor Day.
 - Free Hot Dogs provided by Miller Meats, soft drinks by Pepsi and snacks by General Mills.
 - Volunteer recruitment by the Eastside Improvement Committee.
 - Tours of the Nature Trail Area by docents from the Friends of Lodi Lake.